GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Home Department - Cinemas – Enhancement of rates of admission in all the six (6) Screens of Cinepolis Multiplex at Vijayawada –Permission accorded – Orders Issued.

HOME (GENERAL.A) DEPARTMENT

G.O.Rt.No.563 Dated: 8th August, 2016.

Read the following:-

1. G.O.Ms.No.18, Home (General.A1)Deptt., dated.19.2.2015.
2. From the Authorised Signatory, Cinepolis, Vijayawada, Representation, dated 30.6.2016.

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In the reference 2nd read above, the Authorized Signatory, Cinepolis India Private Limited, vijayawada has requested the Government for permission to enhance the rates of admission of tickets and grant free and flexi pricing for their 6 screen Multiplex located at NTS No.447, Block 18, Ward No.10, D.No.39-1-57, Mogalrajapuram, Vijayawada. He has also stated that Government vide G.O.Ms.No.18, dt.19.2.2015 has increased the rates of admission for Executive class at Rs.125/- and VIP class at Rs.175/- to their Multiplex. He has further stated that it is becoming difficult to maintain the facilities provided to the patrons on the reasons of inflation, increase in salaries and wages, increase in maintenance cost & also increase in other operating expenses of their Multiplex which are increasing at a steady pace. Consequently, margins are dropping along with their capacity to provide best possible service to their customers. He has therefore applied for a price revision for their Multiplex keeping in view the world class facilities provided to the viewers and high operating costs and staff salaries.

2. The Authorized Signatory, Cinepolis India Private Limited, Gurgaon has further stated that the neighboring Multiplex M/s. Prasads SP Entertainment LLP in Vijayawada city has been permitted higher rates of admission of Rs.150/- for Gold class and Rs.200/- for Diamond class vide G.O.Ms.No.61, dated 26.5.2016. He has requested for the following rates of admission in their multiplex:-

Screen	Class	Present Rate of admission	Proposed Rate of admission for 2D movies	Proposed Rate of admission for 3D movies
Screen-1 to 6	Executive	125	150	180
	VIP	175	250	280

3. In this connection, the Authorized Signatory has also stated that the Multiplex is providing extra facilities than those of regular theatres like recliners, plush carpeting, comfortable seating and the best entertainment facilities like computerized bookings, online bookings, SMS bookings, home delivery, food courts etc with a profit motto on huge investments. The Authorized Signatory, Cinepolis India Private Limited, Vijayawada has therefore requested to grant permission to have flexible pricing that will have varied rates for different times of the day and different days of the week and alternatively to permit them charge rates of admission at Pricing Matrix and run 6 shows between 8.00 AM to 1.30 AM and Government will also benefit by way of more collections of Entertainment Tax.

4. Government, after careful consideration of the request of M/s. Cinepolis India Private Limited, Vijayawada hereby, enhance the rates of admission from Rs.125/- to Rs.150/- for Executive class and from Rs.175/- to Rs.200/- for VIP class with Rs.30/- extra for 3D movies in all the 6 screens on par with the neighbouring Multiplex M/s. Prasads SP Entertainment LLP with 5 shows a day within the Government permitted timings between 8.00 AM to 1.30 AM in exercise of the powers conferred under Section 12 of Andhra Pradesh Cinemas (Regulation) Act, 1955 and under clause (a) of sub rule (3) of rule 11 (b) of the Andhra Pradesh Cinemas (Regulation) Rule, 1970.

Contd….2.

5. The District Collector & Magistrate, Krishna shall take further necessary action accordingly in the matter.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

A.R ANURADHA
PRINCIPAL SECRETARY TO GOVERNMENT

To
The District Collector & Magistrate, Krishna District, Machilipatnam.
The Joint Collector & Addl.District Magistrate, Krishna, Machilipatnam.
Copy to:
The Authorised Signatory, Cinepolis India Pvt. Ltd., Vijayawada.
The P.S to Prl.Secy to Hon'be CM and Minister.
The P.S to Prl Secretary, Home Department.
SF/SC

/// FORWARDED :: BY ORDER ///

SECTION OFFICER.